

[54] SYSTEM FOR MERCHANDISING AND THE EVALUATION OF RESPONSES TO BROADCAST TRANSMISSIONS

[75] Inventor: Henry Von Kohorn, 945 Treasure La., Vero Beach, Fla. 32963

[73] Assignee: Henry Von Kohorn, Vero Beach, Fla.

[21] Appl. No.: 192,248

[22] Filed: May 10, 1988

Related U.S. Application Data

[63] Continuation-in-part of Ser. No. 837,827, Mar. 10, 1986, Pat. No. 4,745,468.

[51] Int. Cl.⁴ H04H 9/00

[52] U.S. Cl. 358/84; 455/2; 434/323; 379/92

[58] Field of Search 358/84, 86; 455/2, 5; 379/91, 92; 434/307, 316, 323, 350, 351, 362; 902/23, 39

[56] References Cited

U.S. PATENT DOCUMENTS

3,606,688	9/1971	Zawels et al.	434/323
4,044,380	8/1977	Justice et al. .	
4,264,924	4/1981	Freeman	358/86 X
4,268,744	5/1981	McGeary .	
4,271,351	6/1981	Bloodworth .	
4,573,072	2/1986	Freeman	358/84 X
4,592,546	6/1986	Fascenda .	
4,630,108	12/1986	Gomersall	358/84
4,745,468	5/1988	Von Kohorn	358/84

FOREIGN PATENT DOCUMENTS

1287304	8/1972	United Kingdom	434/323
---------	--------	----------------------	---------

OTHER PUBLICATIONS

Sync (catalog), pp. 2 and 3, Advertisement Titled

"Now You Can Beat The Contestants on TV's Most Popular Game Show".

Primary Examiner—Keith E. George

Attorney, Agent, or Firm—Perman & Green

[57]

ABSTRACT

A system and method for evaluating responses to broadcast programs, such as television programs, for the selling of merchandise includes a modifiable instructional signal modulated onto a voice signal transmitted concurrently with a television program, or time-multiplexed with a television transmission. At each of a plurality of remote receiving stations, one or more members of a remote shopping audience has the opportunity to respond to a situation presented in the television program by entering a response on a keyboard. The system includes, at each remote receiving station, a memory responsive to the instructional signal for storing desired responses, and a comparison circuit for comparing responses entered at the keyboard with those stored in the memory. Also provided is electronic circuitry for scoring the responses in accordance with commands from the instructional signal, and a recording device for providing a permanent record of the audience score at each of the remote receiving stations. Scoring is performed at differing levels of difficulty, set by a host or by a contestant, with credit being given also to the length of time required for response and the mode of response such as by use of a key word or phrase. By including sales information in the programs, and by printing out award certification, the system encourages telephonic purchasing of merchandise.

68 Claims, 7 Drawing Sheets

